

RESOLUTION NO. _____

RE: CERTIFICATE OF APPROPRIATENESS UNDER THE PROVISIONS OF THE ACT OF THE PENNSYLVANIA LEGISLATURE 1961, JUNE 13, P.L. 282 (53 SECTION 8004) AND BETHLEHEM ORDINANCE NO. 3952 AS AMENDED.

WHEREAS, it is proposed to secure a COA to replace existing signs on the residential buildings owned and operated by New Bethany Ministries at 333 West Fourth Street.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Bethlehem that a Certificate of Appropriateness is hereby granted for the proposal.

Sponsored by: (s) _____

(s) _____

ADOPTED BY COUNCIL THIS DAY OF

(s) _____

President of Council

ATTEST:

(s) _____

City Clerk

HISTORIC CONSERVATION COMMISSION

CASE #732 -- It is proposed to replace existing signs on the residential buildings owned and operated by New Bethany Ministries at 333 West Fourth Street.

OWNER / APPLICANT: New Bethany Ministries / J. Marc Rittle, Tina Sargent

The Commission upon motion by Mr. Evans and seconded by Mr. Lader adopted the proposal that City Council issue a Certificate of Appropriateness for the proposed work as presented, with modifications described herein:

1. The proposal to replace existing signs on the residential buildings owned and operated by New Bethany Ministries was presented by J. Marc Rittle.
2. The approved replacement blade sign at the corner of West Fourth Street and Wyandotte Street includes the following details:
 - a. new double-sided sign fabricated from 3/4-inch PVC with printed graphics and matte lamination; to be installed using existing metal scroll bracket
 - b. sign measures 48-inches tall x 36-inches wide with background in medium blue color and includes off-set pinstripe detail around perimeter
 - c. new corporate logo on signage includes wording “New” in large, bold, serif lettering above “Bethany” in same large, bold, serif lettering above “Ministries” in same but medium, serif lettering with slogan “A community of hope and support” in small sans-serif lettering beneath; various wording is within upper half of new sign; swoosh graphic representing path leads from beneath slogan, arcs at left of wording and diminishes into background
 - d. lower third of sign includes relevant website information in medium, sans-serif lettering followed by telephone number in same sans-serif lettering
 - e. all lettering, swoosh graphic and pinstripe detail are warm white or ivory in color
3. Approved new signage at 335 Wyandotte Street, 339 West Fourth Street, 327 West Fourth Street and 321 West Fourth Street includes the following details:
 - a. signs installed at left of each entrance location fabricated from 1/4-inch PVC with printed graphic and matte lamination
 - b. each new sign measures 8-inches square and has color rendition, wording and graphics similar to new blade sign along with words “OWNED AND OPERATED BY” in small, uppercase, sans-serif lettering at top and respective street numbers in small, uppercase, sans-serif lettering at bottom; Applicant encouraged to include off-set pinstripe detail around sign perimeter to be consistent with additional new signage
 - c. mechanical fasteners must be used to install signage into existing mortar joints on brick masonry facades; otherwise, installation method for signage is left to discretion of Applicant

4. Approved new signage at the far left entrance along West Fourth Street and also for two nearby entrance locations (no discernable street numbers) include the following details:
 - a. signs fabricated from 1/4-inch PVC with printed graphic and matte lamination
 - b. each new sign measures 6-inches tall x 30-inches wide, with color rendition, wording and graphic similar to new blade sign; Applicant encouraged to revise proposed solid stripe around border as off-set pinstripe detail to be consistent with additional new signage
 - c. company name, slogan and logo in far left portion of each new sign, with words “EXIT ONLY” installed in upper third of painted exit door, “SERVICE ENTRANCE” installed within transom above entrance door and “ELLIOTT CENTER” installed above upper raised panel of entrance door; all lettering in large, bold, uppercase, sans-serif lettering within remaining portions of each new sign
 - d. installation method for signage is left to discretion of Applicant
5. Approved new signage at 341 West Fourth Street includes the following details:
 - a. signs fabricated from 1/4-inch PVC with printed graphic and matte lamination
 - b. new sign within transom above entrance door measures 12-inches tall x 60-inches wide, with color rendition, wording and graphic similar to new blade sign; company name, slogan and logo in far left portion of sign along with words “MOLLARD” followed on next line by “HOSPITALITY CENTER” in large, bold, uppercase, sans-serif lettering within remaining sign; Applicant encouraged to revise proposed solid stripe around border as off-set pinstripe detail to be consistent with additional new signage
 - c. new sign above glass panel of entrance door measures 6-inches tall x 30-inches wide; words “341 WEST” followed on next line by “FOURTH” in small, uppercase sans-serif lettering at far right portion of sign, with word “ENTRANCE” in large, bold, uppercase, sans-serif lettering within remaining sign; Applicant encouraged to revise proposed solid stripe around border as off-set pinstripe detail to be consistent with additional new signage
 - d. new sign beneath glass panel of entrance door measures 18-inches tall x 15-inches wide and includes off-set pinstripe detail around sign perimeter; company name, slogan and logo at upper portion of sign followed by hours of operation in large, bold, sans-serif lettering within central portion of sign along with relevant website information followed by telephone number in medium, sans-serif lettering within lower portion of sign
 - e. installation method for signage is left to discretion of Applicant
6. Approved new signage at 333 West Fourth Street includes the following details:
 - a. new double-sided blade sign installed at upper-level bow front fabricated from 3/4-inch PVC with printed graphic and matte lamination, measures 40-inches tall x 30-inches wide, with color rendition, off-set pinstripe detail, wording and graphic similar to new main blade sign; company name, slogan and logo

in upper portion of sign along with words “MAIN OFFICE” in large, bold, uppercase, sans-serif lettering followed by words “333 WEST FOURTH” in medium, uppercase sans-serif lettering along with relevant website information followed by telephone number in medium, sans-serif lettering within lower portion of sign; details of proposed scroll hanging bracket to be submitted via City of Bethlehem for review by HCC Chair and Historic Officer prior to fabrication and installation; **note:** mounting height of bracket and dimensions of blade sign must comply with City’s zoning regulations concerning minimum height above adjacent sidewalk

- b. new sign at upper third of painted entrance door fabricated from 1/4-inch PVC sign with printed graphic and matte lamination; sign measures 14-inches tall x 24-inches wide, with color rendition, wording and graphic similar to new main blade sign; company name, slogan and logo in upper portion of sign along with words “MAIN OFFICE” in large, bold, uppercase, sans-serif lettering followed by words “333 WEST FOURTH” in medium, uppercase sans-serif lettering above relevant website information and telephone number in medium, sans-serif lettering within lower portion of sign; Applicant encouraged to revise proposed solid stripe around border as off-set pinstripe detail to be consistent with additional new signage
 - c. new sign in lower portion of entrance door fabricated from 1/4-inch PVC sign with printed graphic and matte lamination; measures 18-inches tall x 15-inches, with color rendition, off-set pinstripe detail, wording and graphic similar to new main blade; company name, slogan and logo at upper portion of sign followed by hours of operation in large, bold, sans-serif lettering within central portion of sign along with relevant website information followed by telephone number in medium, sans-serif lettering within lower portion of sign
 - d. installation method for door signage is left to discretion of Applicant
7. Approved new signage at 380 Shawnee Street includes the following details:
- a. two signs of same dimensions and design; one installed on west façade and one installed on north façade
 - b. each sign fabricated from 1/4-inch PVC with printed graphic and matte lamination measures 53-inches tall x 36-inches wide
 - c. sign background is sky blue in color with light cloud formations in warm white or ivory color and has off-set pinstripe detail in warm white or ivory in color around perimeter
 - d. upper third portion of sign includes word “CHOICE” in large, bold, stylized cursive script in medium orange color with stem in dark brown color and leaves in dark green color sprouting from initial letter “C” followed by “FOOD PANTRY” in small, all uppercase, sans-serif lettering in medium blue color; beneath is phrase “OPEN DAILY” in small, all uppercase, sans-serif lettering on solid background in medium blue color followed by hours of operation in large, bold, sans-serif lettering in same medium blue color; lower third portion of sign includes company name and slogan in black color with

logo in medium blue color followed by telephone number and relevant website information in medium, sans-serif lettering

- e. mechanical fasteners must be used to install signage into existing mortar joints on brick masonry facades
8. Approved new signage at 313 West Fourth Street includes the following details:
- a. sign installed within lower portion of glass panel of recessed entrance door fabricated as vinyl decal measures 18-inches tall x 15-inches wide, with color rendition, wording and graphic similar to new blade sign; company name, slogan and logo in upper portion followed by hours of operation in large, bold, sans-serif lettering within central portion of sign along with relevant website information followed by telephone number in medium, sans-serif lettering within lower portion of sign; Applicant encouraged to include off-set pinstripe detail around sign perimeter to be consistent with additional new signage
 - b. storefront sign includes company name, slogan and logo at left with wording "Housing" above "Assistance" at right in large, bold sans-serif lettering followed by "313 WEST FOURTH" in medium, sans-serif lettering above telephone number and relevant website information in small, sans-serif lettering; all graphics are warm white or ivory in color, centered horizontally and within upper third of existing storefront window
9. The Applicant was encouraged to remove paper notices and laminated signs taped to various doors and windows wherever possible to project a more uniform street appearance with the new approved signage.

The motion for the proposed work was unanimously approved.

JBL: jbl

By: JBL

Date of Meeting: September 21, 2020

Title: Historic Officer